

Exploring the Cooperative Dynamics between Bilibili and UP Masters: Implications for Marketing Models and Platform Growth

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Abstract. This paper provides an in-depth analysis of the cooperative relationship between the Bilibili and UP masters, as well as its implications for the platform's marketing model. In the context of the information age, Bilibili has emerged as a prominent online video community that attracts a substantial number of young users through its distinctive subculture and interactive community features. The platform has fostered a mutualistic and symbiotic partnership with UP masters via incentive mechanisms. These initiatives enhance content diversity and community engagement while bolstering user loyalty and brand communication. However, this collaboration faces several challenges, including declining revenues for small to medium-sized UP hosts, maintaining a positive community atmosphere, and balancing commercialization with creative freedom. To address these challenges, this paper proposes solutions such as optimizing the one-click three-link system, leveraging AI and big data for user demand analysis, and developing advertising formats that encourage content integration. Through these measures, Bilibili aims to uphold its identity as a cultural exchange community while achieving mutually beneficial outcomes for the platform itself, UP owners, and users alike—adapting effectively to ever-evolving market dynamics and consumer behaviors. The findings indicate that Bilibili's ecological framework and incentive mechanisms significantly influence its marketing model; thus, continuous optimization is essential for sustaining competitiveness.

Keywords: Bilibili, Video blogger, Marketing model, Incentive mechanism, User stickiness.

1. Introduction

With the rapid development of the information age, online community video models represented by platforms such as YouTube internationally and Bilibili in China are experiencing significant growth. Compared to text-based online communities, online video communities enable content creators to produce higher-quality videos due to the vividness and interactivity inherent in their formats. Consequently, this enhances the engagement between creators and video platforms. By 2021, the number of monthly active user groups on Bilibili reached 2.7 million, reflecting a year-on-year increase of 61 percent. For an increasing number of young individuals, creating videos about their interests and sharing them on Bilibili has become a way of life. The emergence of social media platforms has profoundly transformed patterns of information dissemination and consumption. In this context, Bilibili has emerged with its unique origins in two-dimensional culture and gradually expanded into multi-content domains, attracting a large and dynamic young user base. A close symbiotic relationship has developed between the platform and its content creators. On one hand, leveraging the platform's rich creative tools, precise traffic recommendation mechanisms, and vibrant community atmosphere allows bloggers to rapidly accumulate followers and enhance their personal influence; on the other hand, the platform benefits from high-quality diversified content produced by bloggers that continuously boosts user engagement while attracting more advertisers and business opportunities. This unique relationship is particularly significant in the current market environment characterized by upgraded consumption, younger brands, and personalized user needs. The traditional marketing model faces numerous challenges within the complex ecosystem of the Bilibili, including audience aesthetic fatigue and low advertising conversion rates [1]. Consequently, an in-depth examination of how this distinctive relationship influences the marketing model can not only uncover

the marketing potential of emerging social media platforms but also offer innovative solutions to address the dilemmas faced by traditional marketing. This research aims to promote a dual development of both marketing theory and practice while adapting to evolving market conditions and consumer behavior patterns. This study focuses on multiple dimensions of the relationship between the Bilibili and bloggers, with the objective of accurately analyzing its unique constituent elements. Specifically, it will explore how the platform's algorithmic recommendation logic shapes bloggers' content creation direction and style; how community rules and cultural atmosphere influence interaction depth and quality between bloggers and their fans; as well as examine the interplay between personal brand building for bloggers and the overall brand image of the platform. Through a comprehensive exploration of these aspects, this research seeks to elucidate how this unique relationship redefines marketing models across various levels—including content production, communication channels, and audience psychology. The study endeavors to establish a framework for analyzing marketing models applicable specifically to Bilibili that provides quantifiable and actionable strategic recommendations for enterprises and marketers. This will assist them in developing more targeted, innovative, and effective marketing strategies on this platform—ultimately facilitating efficient transformations of brand value into commercial interests while enhancing market competitiveness. At the same time, it will also provide theoretical support and practical guidance for the sustainable business development of the platform.

From a theoretical perspective, this study is helpful to enrich the theoretical system of social media marketing. The uniqueness of the relationship between Bilibili and bloggers provides a novel research object and perspective for marketing research, and an in-depth analysis of the marketing laws and principles can further expand and deepen the understanding of the social media marketing ecosystem. By combining multidisciplinary theories such as culture, community, and user psychology with marketing, Bilibili provides a more comprehensive and in-depth theoretical basis for explaining marketing phenomena on emerging social media platforms, promotes theoretical innovation and development of marketing disciplines, and provides new theoretical paradigms and research methods for reference for subsequent relevant studies [2].

2. Research Process

2.1. Research Context

Bilibili is selected as the research context in this study. Founded in 2009, bilibili is a comprehensive video community with a high concentration of young people in China, with 223 million monthly active users and 6.6 billion monthly interactions. Starting from animation and game content, bilibili has continuously expanded its content themes and interest circles in recent years, and has now become a comprehensive video community with more than 20 first-level theme zones and nearly 100 second-level bilibili is the founding platform of the clicking one can attain three aims model. In bilibili, the number of video viewers' likes, coins and favorites are linked with the contribution incentive of video creators. However, the coins and favorites of the audience are free from the audience itself, so the platform of bilibili gives a certain number of creative incentives to the video blogger according to the audience's love for the video. At the same time, the audience can take the form of charging on the creator's homepage. Give tips to video creators. In 2020, bilibili introduced the form of a monthly charge. In terms of live broadcasting, in addition to the reward content inherent in general live broadcasting platforms, bilibili also grants special fan cards to each blogger's fan group. The title and the monthly support reward activity for them are Big Voyage (A unique way of giving anchors a monthly bonus created by Bilibili). The interaction between these platforms and creators is obviously different from that of previous and foreign video community platforms. This paper will analyze them respectively [3].

2.2. The Impact of the Innovative Model of the Relationship between Bilibili and Creators on its Marketing Strategy

Since its establishment in 2009, Bilibili has positioned itself as an ACG (animation, manga, game) barrage video website, mainly serving youth subculture groups, especially college students in first - and second-tier cities. With its unique bullet screen culture and community interaction, Bilibili provides a platform for content creators and quadratic fans to communicate, according to user analysis, the main user group of Bilibili ranges from 18 to 35 years old, with users in this age group accounting for 78 percent in 2019. The geographical distribution of users is mainly concentrated in the young groups of "post- 90s" and "Generation Z" in China. The users of Bilibili have deep user penetration, are willing to spend time and have a strong willingness to pay. In terms of market analysis, the development trend of bilibili in the vertical video field leads the way, far exceeding the following video websites. The market trend shows that the popularization and commercialization of the second-dimension culture have promoted the development of bilibili from the ACG bullet-screen website to a comprehensive video community. Due to its unique platform characteristics, Bilibili's relationship maintenance for video creators is different from that of short video platforms such as tiktok. On the basis of Youtube's community video platform, it is necessary to create a set of unique creator care and incentive model, which is an inevitable and realistic demand. This paper lists and analyzes its unique forms one by one, with the intention of studying the unique and innovative impact of its unique creative care mode on bilibili's marketing strategy and development strategy [4].

2.2.1. Creative Incentive Mechanism

Bilibili has established a close cooperation relationship with creators through diversified incentive mechanisms and realization channels. The platform's "Creative Incentive Program" offers cash rewards to creators based on video play and advertising performance.

A number of Bilibili-specific labels also differentiate the incentives on bilibili from those on other platforms. The "Charging plan" allows fans to reward their favorite video bloggers. In addition, the reward for goods and the official advertising platform Hua-Huo provides a new channel for video blogger to monetize their business. video blogger can also earn income through self-receiving business orders and livestreaming goods, and livestreaming rewards has become an important way to interact with fans. These measures not only provide creators with a stable source of income, but also enhance the interaction between them and their fans, which together promote the growth of the commercial value and cultural influence of the Bilibili.

As can be seen from the latest video creation annual incentive plan Q&A, Bilibili strengthens the creation incentive for small and medium-sized video blogger (creators). Its purpose is obvious, that is, to strengthen the cultivation and encouragement of new up masters, and to encourage freer video blogger or cute new video blogger while supporting the old signed video blogger. This is based on the attributes of its community platform. Since it has a large number of decentralized communities, bilibili needs to encourage the presence of differentiated video bloggers in each region to ensure the discussion degree of each community is high enough to ensure the maximization of platform benefits, so as to activate the discussion degree and activity of each community.

Such incentives give the creators great user autonomy and also give the video audience great user autonomy.

At this stage, bilibili provides a very rare example, that is, based on relatively high user autonomy, the formation of all-win rights and interests binding, to achieve high growth and high returns of the company's market value. Of course, the user autonomy referred to here is closely related to the ownership of the value created by the user. On the other hand, as in some popular mobile video social platforms, the cooperation between the opinion leaders of the content community and the platform operators is based on contract assets. Since the rights and interests of users are not based on the value creation of users themselves, but over-rely on the profit distribution contract of the platform, it is naturally unable to meet the benefits of users and maximize the benefits of the platform [5].

2.2.2. Bilibili's Unique Innovative Model of Relationship with Creators

In the incentive model of Bilibili, there are many unique terms of Bilibili such as "clicking one can attain three aims", which are influenced by Bilibili. In the development of Bilibili for more than ten years, these unique incentive forms have been continuously developed and innovated. The following introduces some typical incentive forms respectively and analyzes their adaptability on Bilibili and the differences between them and other video platforms, so as to analyze the support and adaptation of their unique incentive modes to their marketing strategies and community user stickiness [6].

Bilibili's "clicking one can attain three aims" feature allows users to express support for video and video blogger by simultaneously liking, and placing coins and favorites in a single operation.

The likes influence video recommendations, the coins allow users to reward videos, and the favorites allow users to view them later. Users only need to long press the "like" icon on the video playing interface until the coin and favorites ICONS light UP, and then they can realize clicking one can attain three aims, which not only simplifies user operation but also enhances the interaction between users and the video blogger, bringing traffic and revenue to the video blogger.

The official member can get one coin every day, and he can voluntarily put 1-2 coins in the video he is interested in. video blogger can get one-tenth of its revenue (0.1 coin) for every coin he gets. The coins cannot be withdrawn directly but will be shared independently of the creation revenue. For bloggers, the average profit per coin is 0.12 yuan. The coins, however, cannot be purchased in real life and can only be claimed by signing in. Through this free means, it can not only increase the personal income of the video blogger but also stimulate its creative passion to obtain greater profits for the platform [7].

Bilibili's charging system is a network value-added service set UP by the platform to encourage video bloggers to create high-quality original content, which is different from tiktok's direct fan call and Youtube's YouTube Premium. It has more forms, mainly including custom charging (including ordinary custom charging and charging comments) and monthly charging (including ordinary monthly charging and high-end charging). The charging revenue basically goes to the creator.

In addition, the monthly charging service, which was launched during the epidemic, can classify creators' works into paid works and free works. The move to watch paid works with a monthly charge gives creators more revenue and enables them to create better works for their supporters. The monthly charge service will significantly mitigate the loss of video biogger in 2022 [8].

Because the video of the whole station of bilibili insists on the characteristics of no wide, bilibili cannot insert advertisements at the beginning of each video biogger video, which is less than iQiyi Youku. However, the Huohuo platform will cooperate with the video biogger and give a large number of business orders to the video biogger, and the bilibili will carry out advertising as a way for the platform to obtain a percentage. Among them, the video biogger cooperates by inserting advertisements in the video content by various means or by submitting articles with advertisements.

After the launch of the Huohuo platform, the income of a large number of videos biogger creations has increased significantly, and their creative passion has also been stimulated. At the same time, it also provides a lot of revenue for the platform, and also makes the advertiser.

The data indicates that the success rate of publicity through the personalized delivery methods of video bloggers is significantly higher than that of traditional pre-roll advertisements. The launch of the Huahuo platform is designed to help video bloggers better monetize their content, increase their creative income, and reduce disputes in collaborations. It also provides brand owners with a more efficient experience. Leveraging Bilibili's extensive data, the platform offers video bloggers services such as system pricing references, order process management, and secure platform settlements. The establishment of the Huahuo platform not only provides an official and standardized business cooperation environment for UP masters but also contributes to a healthier and more sustainable development of Bilibili's business ecosystem [9].

2.2.3. The Impact of Special Incentives on its Marketing Model

From the perspective of economic incentives, Bilibili's unique incentives have had a profound impact on its marketing model. Through such mechanisms as "Creative Incentive Program" and "charging program", Bilibili not only enhances user engagement and community activity, but also promotes brand communication and market expansion. These incentives help Bilibili achieve long-term user retention by increasing user engagement and loyalty, and leverage users' social connections for brand communication. Trust-based recommendations increase conversion rates and brand stickiness. At the same time, Bilibili's incentive mechanisms, such as the "push three back one" model, achieve a win-win situation among consumers, merchants and the platform, enhance user engagement, and help the brand achieve rapid growth and fracture marketing. In addition, Bilibili provides a stable source of income and a way of commercial realization for video blogger, encourages them to continue to create, and interacts with fans through live broadcasting and other ways, which improves their income capacity and realizes a win-win situation between the platform and video blogger. Through integrated marketing, the platform builds user trust, expands advertising realization space, and helps advertisers achieve synergy in product effectiveness. With the improvement of the marketing value of the platform, advertising revenue continues to grow [10].

Bilibili's incentive mechanism also promotes the organic combination of content and commerce, improves the acceptance and effect of advertisements, and brings more sources of income to video bloggers, thus promoting the commercialization of the platform and the improvement of profitability.

3. Possible Problems and Solutions

When analyzing Bilibili's marketing model for the video blogger incentive program, we found that there is a mutualistic and symbiotic relationship between the platform and the video blogger, but it also faces challenges. First of all, the incentive plan may cause the income of small and medium-sized video bloggers to plummet, affecting the enthusiasm of creation. Second, maintaining and optimizing the community atmosphere is an ongoing challenge, as community expansion and diversification may dilute original identity and values. Finally, under the accelerated commercialization of the platform, how to balance the relationship between commercial interests, the creative freedom of UP and the community culture is also a long-term consideration for Bilibili.

These problems require Bilibili to maintain the platform ecology, and at the same time, constantly adjust and optimize the incentive mechanism to ensure the balance of interests among the platform, video blogger and users [11].

3.1. Impact Analysis of One-button Three-connection System on the Main Incentive

Bilibili's spark platform and contract system bring common benefits to the video blogger and platform, but the small and medium-sized video blogger is difficult to maintain life through video, and the three-connection and charging become the main benefits. Optimizing the one-button three-link system, that is, motivating the video audience from the perspective, can improve the quality of the three-link system and stimulate the main creative passion of small and medium-sized UP. Bilibili can release the "one-click three-connect challenge" to motivate users by doubling the experience point, and set periodic tasks, such as unlocking paid movies for more than 20 three-connect videos per month, and getting 7-day membership for more than 25. These measures increase user welfare, increase activity and loyalty, enhance the sense of engagement, and enhance the platform's interaction and user stickiness. For small and medium-sized video bloggers, they get more revenue from the three lines, incentivizing the creation of quality content and providing exposure opportunities. The adjustment of this incentive mechanism improves the user experience, creates more value for the platform and the video blogger, and achieves a win-win situation for all parties.

3.2. Coping Strategies for Loss of User Loyalty Caused by Community Expansion and Platform Commercialization

Bilibili faces the problem of dilution of community characteristics, which affects the platform characteristics and the support degree of video blogger creation. The dilution of community features weakens the connection between creators and the platform, leading to staff turnover and the phenomenon of active creators' fault. Bilibili needs to strengthen community features and enhance the support degree of UP's main creation, provide personalized experience, and enhance user engagement by analyzing user behavior data. At the same time, Bilibili should lower the creation threshold, improve the efficiency of creation tools, encourage Up owners to participate in the business plan of content realization, maintain the community ecology, maintain the positioning of the cultural exchange community and entertainment platform, and improve the relationship between the platform and UP master.

In order to solve the problem of the loss of video blogger in minority cultural communities, the platform can use AI and big data means to conduct targeted analysis of user needs. Through big data analysis, the platform divides users into mass users and community users, and pushes relevant UP users to community users to ensure the activity and discussion degree of small communities. At the same time, the "One thing three challenges" is implemented to encourage each community to update the video, enhance the sense of belonging of community users, promote the diversity and depth of community culture, and maximize the benefits of each community on the platform.

3.3. Analysis of the Relationship between Commercial Advertising Placement and User Dissatisfaction

As a Bilibili business cooperation platform, the influence of "Huhua Platform" has become increasingly prominent. UP works with advertisers to increase personal income, create value for the platform and advertisers, and form a tripartite win-win situation. Through video cooperation, live cooperation, offline activities and other means, the video blogger converts influence into economic benefits, alleviates economic pressure and stimulates creative enthusiasm. Through advertising cooperation, the platform increases activity and user stickiness, and improves traffic and business value. Through UP cooperation, advertisers can accurately reach target consumer groups, improve advertising conversion rate and brand influence.

However, working with advertisers can affect video quality and reduce user engagement and support. AD inserts may interrupt the video's flow, affect the viewing experience, and lead to loss of fans. If the advertising content does not match the UP main style or is too frequent, it may damage the video blogger brand image and reduce user trust and support. However, if the advertisement is naturally integrated with the video content and maintains the video blogger style and quality, the user will be more receptive to the advertisement. For example, video blogger renasteps in the living area naturally introduces advertisements for maternal and infant products by sharing personal life experiences, and viewers receive product information while enjoying the content.

Bilibili, through the analysis of AD placement video completion rate, combined with the advertiser platform, incentivize video bloggers with high completion rate, and support bloggers to process business orders in the form of video content. The former is regarded as "high quality fireworks UP", and more opportunities are given to business orders. This strategy promotes the quality of advertising video, encourages the video blogger to pay attention to the integration of advertising and content, and improves the acceptance and effectiveness of advertising. Bilibili maintains the user experience, increases the commercial value of the platform, and provides a revenue source for the video blogger. This incentive mechanism creates a virtuous cycle, in which video bloggers create high-quality content, advertisers get better advertising results, and the platform attracts and retains users. Bilibili's incentive mechanism is in line with the characteristics of user groups. Users have high requirements for content quality and are more accepting of advertising forms that naturally integrate with content. Bilibili meets the needs of users and provides advertisers with an accurate and effective advertising

platform by identifying and rewarding video bloggers who can create ads in line with users' preferences and deliver advertising messages efficiently.

4. Conclusion

Through in-depth analysis of the cooperative relationship between Bilibili and video blogger, this paper reveals the profound impact of this relationship on the platform marketing model. Through unique incentive mechanism and cultural atmosphere, Bilibili platform has established a mutually beneficial and symbiotic cooperative relationship with UP master, which not only promotes the richness of platform content and the active degree of community, but also enhances user stickiness and brand communication.

The research found that the incentive mechanism of Bilibili, such as "one-click and three-connection", "charging plan" and "Huhua platform", effectively promoted the creative enthusiasm of the video blogger and the commercial value of the platform. These mechanisms not only provide a stable source of income for video blogger, but also enhance the interaction between them and their fans, which together promote the growth of the platform's commercial value and cultural influence.

However, the partnership is not without its challenges. First, for small - and medium-sized entrepreneurs, a sharp drop in income may affect their creative motivation. Second, as platforms expand and diversify, maintaining community atmosphere and optimization is a constant challenge. Finally, the relationship between the ancient business road and the creative freedom and community culture of UP requires long-term consideration and balance by Bilibili.

In view of these problems, this paper puts forward a series of solutions. For small and medium-sized video bloggers, optimize the "one-key three-link" system, and promote the audience's enthusiasm for three-link through the release of incentive tasks, so as to increase the income and exposure opportunities of video bloggers. For the challenges brought by community expansion and commercialization, Bilibili needs to strengthen community characteristics and enhance the support of video blogger creation, while using AI and big data means to conduct targeted analysis of user needs, so as to maintain the diversity and depth of community culture. As for the issue of commercial advertising placement, Bilibili can encourage those video blogger who can process business orders in a content integration way by analyzing the completion rate of AD placement videos, and promote the quality of advertising videos.

To sum up, the cooperative relationship between Bilibili and video blogger has an important impact on the marketing model of the platform. By continuously optimizing the incentive mechanism and addressing challenges, Bilibili is able to maintain its positioning as a cultural exchange community and entertainment platform for young people, while achieving multi-win-win results for the platform, video blogger and users. In the future, Bilibili needs to continue to adjust and optimize the incentive mechanism while maintaining the platform ecology, to ensure that the interests among the platform, video blogger and users are balanced and satisfied, so as to adapt to the changing market environment and consumer behavior patterns.

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